



METRICS FOR NEWS

Audience-centric analytics

to support editorial mission and business goals



Enables newsrooms to:

- Learn **what, how and why** readers/users engage
- Track journalism qualities that build **loyalty**, trigger **subscriptions**
- **Segment** key audiences
- Access custom **funnel analytics**
- Identify what to do **more**, do **less** and do **differently**
- Make analytics **accessible** to all newsroom roles

How it works

- Pulls in content from RSS feeds or custom imports
- Integrates with existing analytics platforms to house your data in one place
- Automatically tracks journalistic qualities through rule-based tagging or Google's machine learning categorization
- Blends key metrics your newsroom cares about into robust engagement scores

What makes MFN different?

Engagement Scores

“You wouldn’t write a story with just one source, so why would you analyze a story with just one metric?”

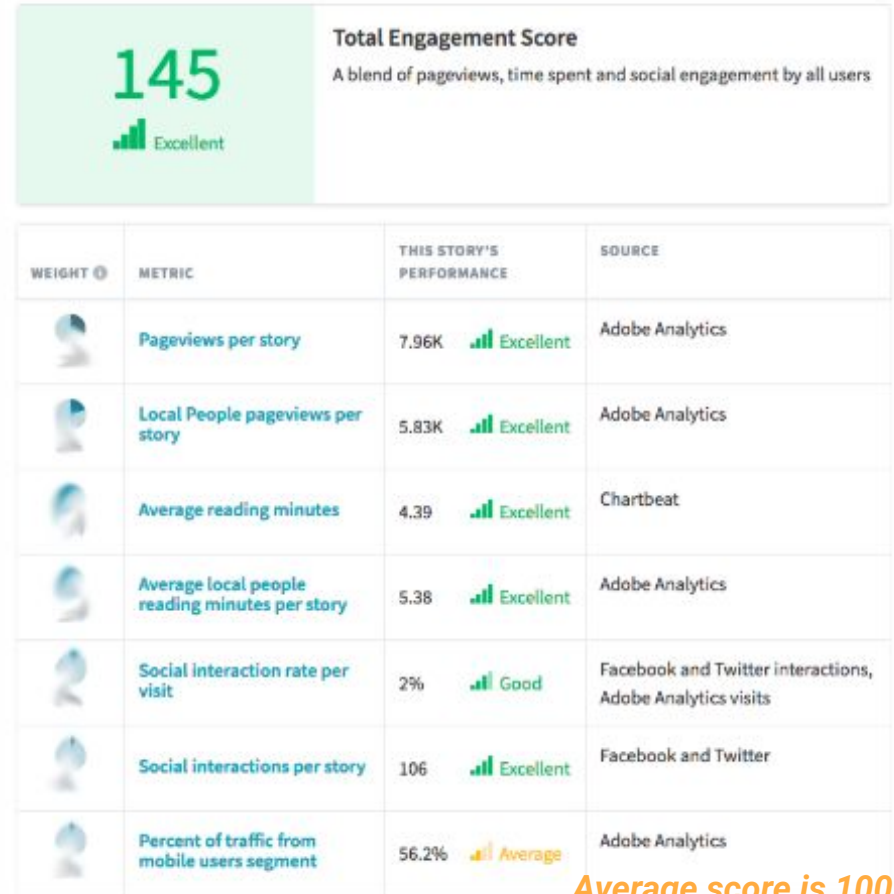
- Lindsay Carbonell,
Product and Technology
Manager, MFN

Growing Online Audiences

Engagement Scores

Blends key metrics to show a simple, yet comprehensive view of engagement

- Single measure of engagement that blends many metrics
- Each component metric of a score is weighted
- Measures how content performs, compared to the average engagement with all content on your site



Average score is 100

Automated insights

Quickly spot trends

We tell you which characteristics of your journalism are working and not with all the audiences you track

What is working best
with Growing Online Audiences



DEFINED TOPICS

☐ Covid-19 & Voting (31 stories)

DETECTED ENTITIES

☐ hurricane (event) (18 stories)

☐ Larry Hogan (12 stories)

☐ Maryland (75 stories)

☐ Montgomery County (21 stories)

☐ Muriel Bowser (16 stories)

☐ pandemic (event) (26 stories)

☐ police (organization) (21 stories)

☐ Virginia (57 stories)

☐ Washington (84 stories)

☐ WTOP-FM (34 stories)

What isn't working as well
with Growing Online Audiences

DETECTED ENTITIES

☐ AP (68 stories)

☐ Associated Press (205 stories)

☐ California (24 stories)

☐ Democratic Party (41 stories)

☐ Donald Trump (169 stories)

☐ Joe Biden (53 stories)

☐ Latest (31 stories)

About this Story

AUTHOR

[wtopstaff](#)

#236 out of 1000 stories



DETECTED
ENTITY

[administration](#)

#2 out of 30 stories



DETECTED
ENTITY

[Amit Mehta](#)

#1 out of 1 stories



DETECTED
ENTITY

[countries](#)

#1 out of 7 stories



DETECTED
ENTITY

[diversity visa lottery](#)

#1 out of 1 stories



**Custom dashboards to analyze across
topics, teams and segments**

A Tour:

**Dashboards are designed for all
newsroom roles**

Reporter Dashboard

A reporter can see how their work is contributing to newsroom-wide goals (i.e. Growing audiences, Engaging Returning Readers and Engaging Subscribers). Each newsroom can customize those goals.

Lee Davidson

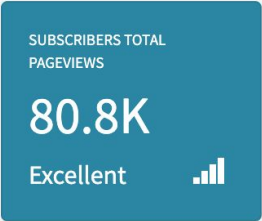
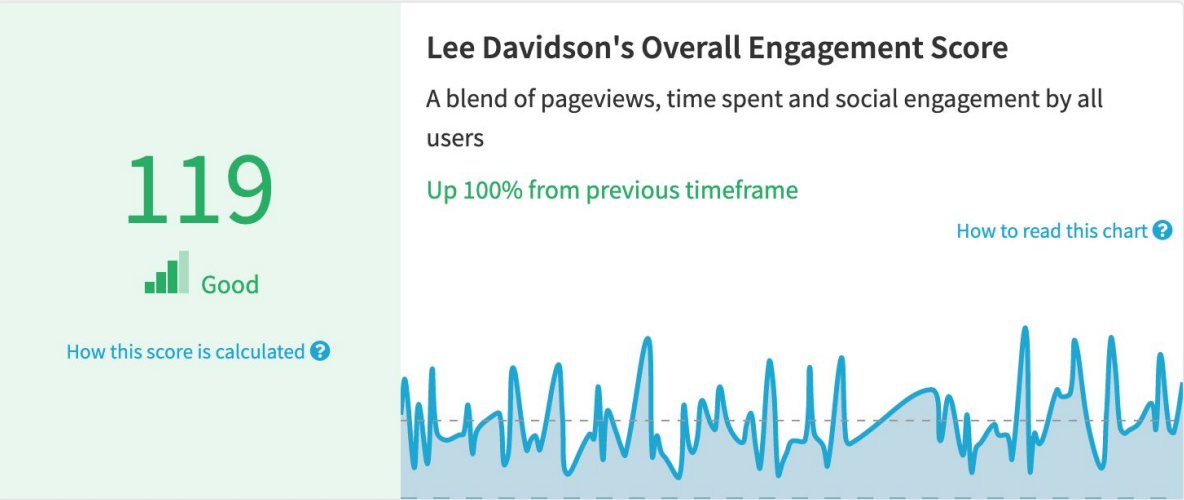
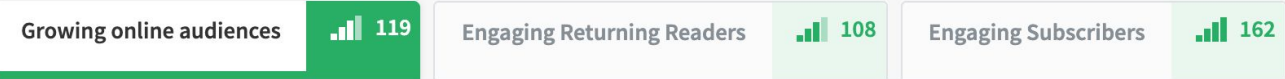
Custom Date Range ▾

[SHARE](#)

[Government](#) | [Team Harrie](#)

Jan 1, 2019 to Jan 20, 2020

Select from your newsroom's priorities: ⓘ



The reporter dashboard will also identify how all individual stories performed, as well as surface trends of what's working or not working across audiences.

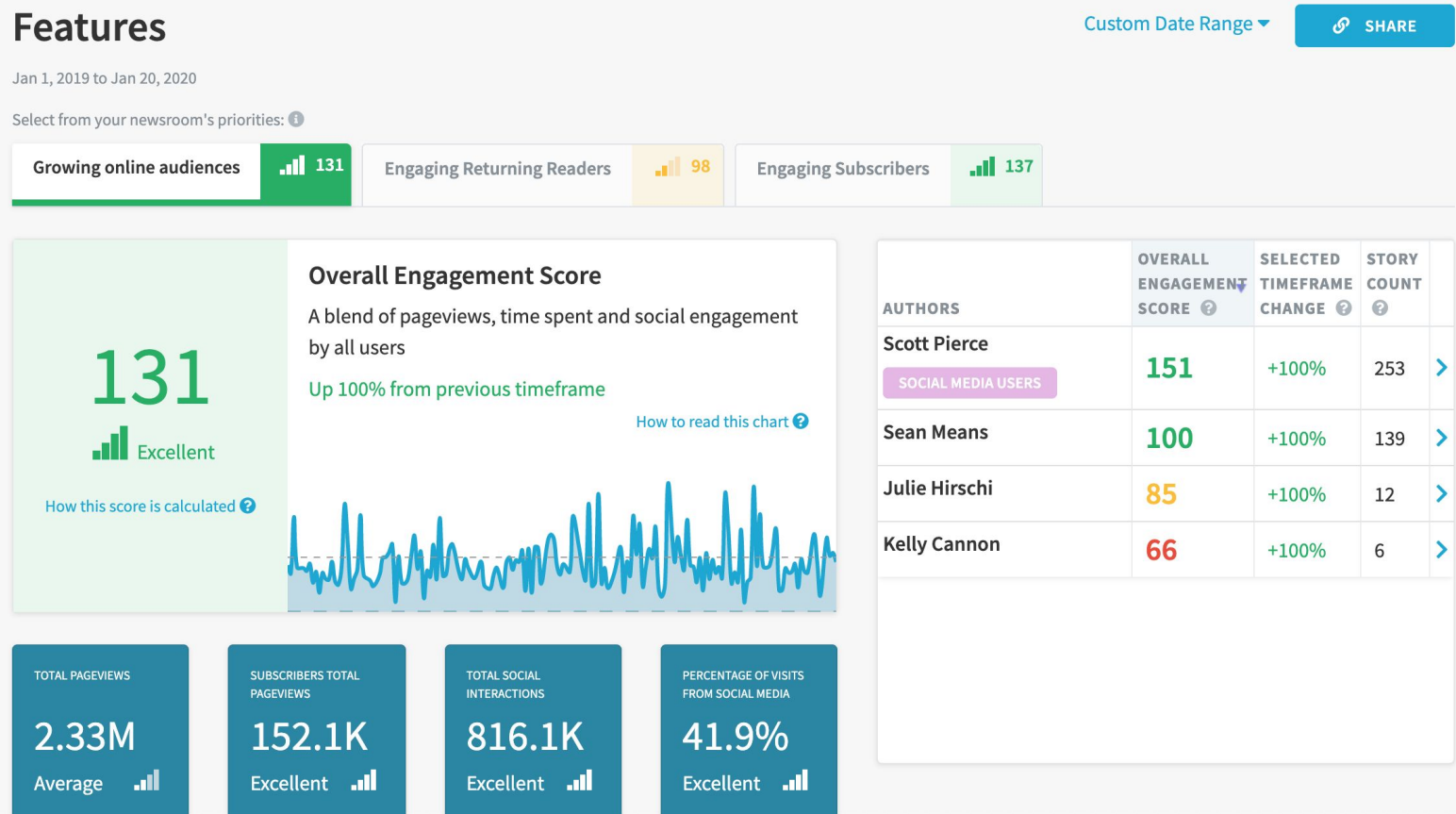
Lee Davidson's stories all 177 stories in this timeframe

Search for a story...

Trends in these stories		OVERALL ENGAGEMENT SCORE	TOPIC	
Select a trend to filter the list of stories.				
Here's what is working with growing online audiences				
ENTERPRISE LEVEL				
☐ Enterprise story				
☐ Major enterprise story				
TOPIC				
☐ Religion				
Here's what isn't working with growing online audiences				
ENTERPRISE LEVEL				
☐ Regular story				
☐ Brief				
Utah Rep. Ben McAdams will vote to impeach President Donald Trump				
Thomas Burr Lee Davidson December 16, 2019				
SOCIAL MEDIA USERS FAVORITE SOUTH SALT LAKE FAVORITE		249	News, Politics	
NEW SUBSCRIBERS FAVORITE SINGULAR FAVORITE SUBSCRIBERS FAVORITE				
By 3-1 margin, Salt Lake City residents favor converting to a free bus system				
Lee Davidson August 6, 2019		234	News, Politics	
SALT LAKE COUNTY FAVORITE SALT LAKE CITY FAVORITE MIDVALE FAVORITE				
TAYLORSVILLE FAVORITE WEST VALLEY CITY FAVORITE INTENDER FAVORITE				
How Uber and Lyft are turning Utah transportation upside down — and taxis, transit and even airport parking are reacting				
Lee Davidson September 3, 2019		230	News, Politics	
SALT LAKE COUNTY FAVORITE SALT LAKE CITY FAVORITE SANDY FAVORITE				
SOUTH JORDAN FAVORITE SOUTH SALT LAKE FAVORITE TAYLORSVILLE FAVORITE				
SINGULAR FAVORITE SUBSCRIBERS FAVORITE				
The latest from LDS General Conference: Beware of Satan's disguises, apostle counsels				

Team Dashboard

This Features Editor can see how the team’s work is contributing to newsroom-wide goals (i.e. Growing audiences, Engaging Returning Readers and Engaging Subscribers). Each reporter’s data is also accessible.



Topic Reports

Topic reports can filter through the lens of larger newsroom goals through the tabs seen below. Each topic is organized from highest to lowest performer and all are clickable for more detailed information.

Topics

Custom Date Range

SHARE

Jan 1, 2019 to Jan 20, 2020

Select from your newsroom's priorities:

Engaging online readers

Engaging local people

Retaining subscribers

Showing 36 topics

Search for a topic...

TOPIC	FAVORITE AUDIENCES	LOCAL ENGAGEMENT SCORE	SELECTED TIMEFRAME CHANGE	STORY COUNT	
Prep sports		120	+18%	2	>
Federal government / politics		120	+21%	13	>
Professional Baseball		119	+17%	2	>
International news		118	+16%	15	>
Other sports		115	+18%	3	>
Marijuana		114	+21%	12	>
Arts		113	+10%	9	>

**New Dashboards to focus on ongoing
coverage in 2020**

Coronavirus

Coverage of the coronavirus outbreak and COVID-19 infections

Feb 7 to May 7

Past 3 Months ▾

[SHARE](#)

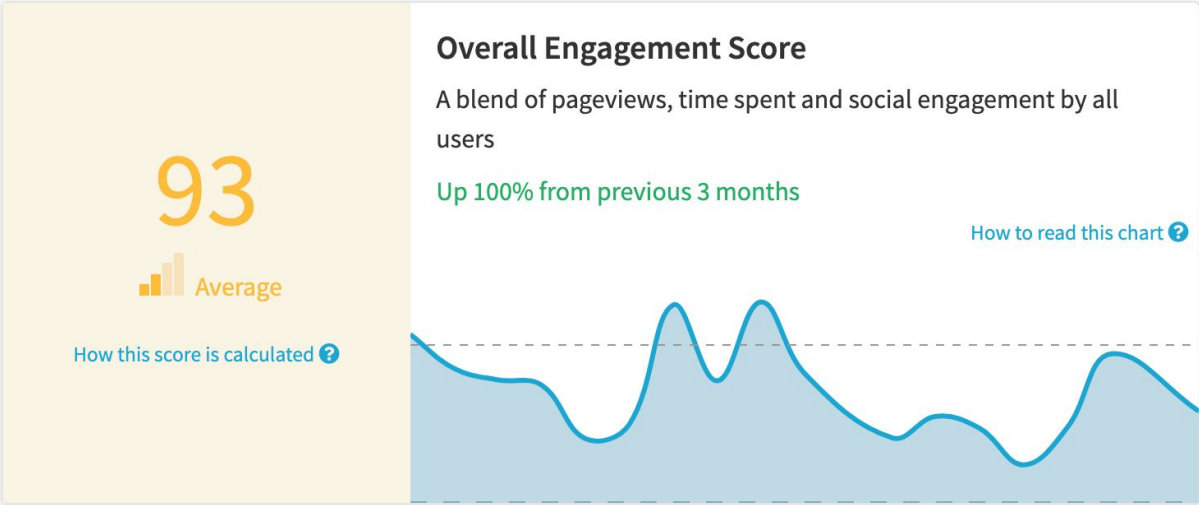
Select from your newsroom's priorities: ⓘ

Growing online audiences

 93

Engaging returning readers

 91



TOTAL PAGEVIEWS

12.2K

Low 

AVERAGE READING MINUTES

2.96

Good 

TOTAL SOCIAL INTERACTIONS

3.14K

Low 

TOTAL RETURNING VISITS

4.57K

Low 

Elections

Past 3 Months ▾

[SHARE](#)

Topic

Aug 10 to Nov 10

Select from your newsroom's priorities: ⓘ

Growing online audiences



Engaging returning readers



Engaging 18-to-24-year-olds



229



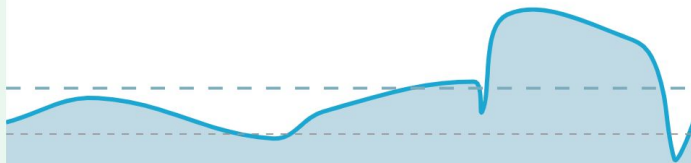
[How this score is calculated ?](#)

Overall Engagement Score

A blend of pageviews, time spent and social engagement by all users

Up 33% from previous 3 months

[How to read this chart ?](#)



Report ⓘ

Are you fighting misinformation? Tell your audience

If you have a goal of being a reliable source of information and helping your audience navigate their information worlds, you should communicate that clearly. In this post, Joy Mayer of Trusting News shares three things you can do to help solidify your position as a trusted source and guide for your communities.

[LEARN MORE >](#)

TOTAL PAGEVIEWS

121.8K

Excellent



AVERAGE READING MINUTES

4.77

Excellent



TOTAL SOCIAL INTERACTIONS

4.25K

Average



TOTAL RETURNING VISITS

13.4K

Excellent



Strategic Dashboards on Key Segments and Funnel Stages

Each newsroom can customize funnel stages based on their paywall or business model. Each funnel stage is clickable for more detailed reports.

Path to Conversion

Custom Date Range ▾

 SHARE

Jan 1, 2019 to Jan 20, 2020

 Search for a loyalty stage...

LOYALTY STAGES	STORY VIEWS	HOURS ENGAGING	
Casual Users 	141.82M 	5.98M 	
Engaged Users 	40.62M 	3.82M 	
New Subscribers 	143 conversions		
Subscribers 	100.99M 	10.61M 	

New Subscribers Dashboard:

Helps newsrooms learn WHY people made the decision to subscribe

Trends in topics and storyforms can help newsrooms create content strategies aimed at attracting more subscribers.

Stories that engaged new subscribers 2,000 top in this timeframe

Q Search for a story...

Trends in these stories

Select a trend to filter the list of stories.

Here's what is working with new subscribers

↑

TOPIC

☐ Religion

ENTERPRISE LEVEL

☐ Major enterprise story

Here's what isn't working with new subscribers

↓

ENTERPRISE LEVEL

☐ Regular story

TOPIC

☐ Sports

☐ Politics

HEADLINE	NEW SUBSCRIBERS ENGAGEMENT SCORE ?	TOPIC	
Whistleblower claims that LDS Church stockpiled \$100 billion in charitable donations, dodged taxes Benjamin Wood December 16, 2019 NEW SUBSCRIBERS FAVORITE	300	News, Religion	>
Can Latter-day Saints disagree with their church on gay marriage? Case of the lost wallet may offer clues. Peggy Fletcher Stack December 15, 2019 SOCIAL MEDIA USERS FAVORITE UTAH COUNTY FAVORITE DAVIS COUNTY FAVORITE WASATCH COUNTY FAVORITE WASHINGTON COUNTY FAVORITE BLUFFDALE FAVORITE DRAPER FAVORITE SOUTH JORDAN FAVORITE NEW SUBSCRIBERS FAVORITE CASUAL FAVORITE INTENDER FAVORITE SUBSCRIBERS FAVORITE	300	Religion	>
LDS Church fund unlikely to face IRS backlash, experts say December 19, 2019 NEW SUBSCRIBERS FAVORITE	298	Religion	>
LDS Church releases video on how tithing is managed			

Thank you